

# Immersive learning experience



...first experience to entrepreneurship...

...our pehlaVenture...



### Who We Are

#### **About Us**

A group of like-minded individuals with decades of diverse industry experiences have come together to impact entrepreneurship in India – provide early exposure and immersive experience to entrepreneurship.

pehlaVenture<sup>™</sup> believes in bringing early learnings, impactful experiences in the field of entrepreneurship- in a progressive manner starting from school years.

pehlaVenture™ use innovative methods to take children through the journey of setting up a business - from ideation to business realization. This program will bring together a network of NGOs solving socially relevant problems and access to provenentrepreneur mentor network as its resources, giving the child an immersive experience of setting up and running a business..

#### **Contact Us**

Email: pehlaventure@googlegroups.com Web: www.pehlaventure.com





Insights about your Interests, talents



Ideas match your Interests



Access to

Mentor Network



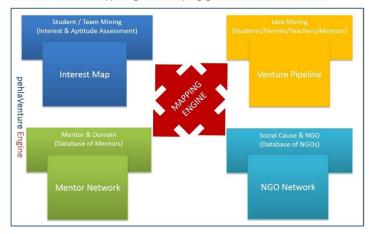
Exposure to Social Causes

# PEHLA VENTURE

Experience Entrepreneurship

# pehlaVenture Platform - Engine

Gain Insights into individual interest / talent - pehlaVenture's Catch20-Insights Generate venture ideas, pick right-Mentors, engage with social cause of interest



#### **Catch-20 Insights Engine**

#### Interests, Talent, Creativity, Possibility...

pehlaVenture believes in delivering immersive learning experience.

To achieve this pehlaVenture uses the Catch-20 Insights Engine to maps interests and talent to entrepreneurial ideas. Propels enthusiasts to pursue their passion as their first ("pehla") venture.

Mentors and Social Cause NGO are chosen from the Catch-20 Insights

Learning made fun, real and meaningful – pehla Experience

#### pehlaVenture Collaborator

Brings together tools and infrastructure to deliver real world experience eliminating learning road blocks. Enthusiasts spend time experiencing entrepreneurship, interacting with team in a digital venture setup

50 Hours to 1<sup>st</sup>
entrepreneurial experience,
Your own pehlaVenture!
"pehla" in Hindi means First

# pehlaVenture Platform – Collaborator

Once pehlaVenture enthusiast logs-in, he/she will get access to following:



#### **Real Go-To-Market Experience**

Using social marketing tools and digital storefronts provide enthusiasts the drills and frills of taking products to market



Enthusiasts in Action – Hour 10, Preparing Customer-Interest Questionnaire for their Idea

#### **Core Strength**

Providing Immersive Entrepreneurial Learning Experience

Entrepreneurship Experiences through pehlaVenture programs, ideas, tools, mentoring

• Level 1 : Ages 12-14 50 Hours

• Level 2 : Ages 15-17 100 Hours

Level 3: Ages 20+











